

Business Leaders Need to Know: Video Interviewing Doesn't Replace In-Person Interviewing

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Without question, video technologies provide a lot of opportunity. However, there is no substitute for connecting with someone face to face.

The interviewing and hiring process can be frustrating, challenging and draining. How hiring is handled depends on the employer and the systems they have in place for screening and evaluating potential new hires. It's a necessary evil that requires hiring managers to drop whatever else they need to get done on any given day and engage in small talk with a bunch of strangers. And because of workplace deadlines and demands, business leaders have been known to skip crucial steps and hire candidates without ever officially meeting them.

In-person interviews are the only true way to understand the candidate on a personal level and therefore come to a perfect hiring decision. Rather than bring in dozens of far-flung applicants or make rash hiring decisions based solely on a quick call or video chat, managers need to learn how to cut through candidate noise, and only bring in the most qualified applicants.

The Wreckage of a Wrong Hire

A bad apple spoils the bunch. While the financial impact to the business is substantial, it's really employee morale and productivity levels that take the bigger hit. Correcting a hiring mistake swiftly can be difficult in today's environment because of organizational complexities, egos and laws. Bypassing the in-person interview may initially appear attractive, but a poorly executed interview process is a major threat to the business.

High turnover and other nasty opportunity costs are typical of adding a bad seed to the roster. And because the first skill in any job description is communication, hiring a candidate without a proper 1:1 is a sure way to extend an offer to the wrong individual.

The Rise of Recruiting Technology

Most hiring authorities agreed, that many of their hiring mistakes proved to be an opportunity to re-examine their process. Effective to the extent that recruiters utilize its cost- and work-saving potential, recruiting technology speeds up the time to hire, without having to sacrifice quality and thoroughness in the process.

Implementing HR software allows interviewers to define and automate a variety of recruitment metrics, apply scoring, and auto-exit candidates who don't meet the criteria, resulting in a refined pool of top talent.

The Introduction of Video Assessments

One type of this technology, the video assessment, offers a variety of benefits including strict timetables for applicant responses and a pre-recorded video for reviewers to watch at their leisure. Hiring managers also can also revisit and further review candidates as the pool narrows.

Plus, requiring this type of assignment will lead candidates to self-vet and engage in company research. As if the candidate pool wasn't already strong enough, hiring managers can now guarantee the applicant fully understands company business objectives and core values.

The video assessment is mutually beneficial and allows the perks to spill over to the candidates as well. Applicants have the flexibility to answer and submit recordings when their schedule permits and in the comfort of their chosen environment. Everyone wins.

Spend the Right Time with the Right People

The in-person interview is essential to the recruiting process and allows the hiring manager to delve further into each candidate's psyche and address any issues or questions that may have sparked throughout the process. Moreover, it also helps in directly identifying the candidate's personality and professionalism by means of body language. And of course, there is no better opportunity to gain a sense of a candidate's cultural fit than by observing behavior in the flesh.

However, finding the right candidates worth bringing in, is where companies struggle. This tends to lead to companies skipping critical steps to avoid a lengthy process. But, by simply implementing the appropriate software, hiring managers can shift their focus to the qualified candidates during the stage that matters most, the in-person interview.

Social Posts –

Facebook:

In this ever-evolving universe, it's sometimes tough to keep up with the trends. The in-person interview however, has maintained its position in the corporate world.

LinkedIn:

There is no substitute for in-person #interviews. The recruiting truths business leaders need to know:

Twitter:

Even in times of change, how has the in-person interview maintained the top tactic in #recruiting top talent?

Business leaders sometimes skip in-person interviews to avoid lengthy process. Here's why they are making a huge mistake:

How do companies secure top talent? #Recruitingtechnology + In-person Interviews: